



hear no evil.

Media Release

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Safety award for Australian hearing technology company

Sensear Pty Ltd has been awarded the 2008 Best Newcomer Award at the Melbourne Safety in Action Conference.

Managing Director Justin Miller said that the award reflected the potential of Sensear's technology to dramatically reduce the incidence of Noise Induced Hearing Loss (NIHL) in the workplace.

"NIHL is major health and safety issue in our workplaces particularly for people working in transport, construction, manufacturing and mining industries.

"It takes only two minutes exposure to very loud noise before permanent hearing damage takes place.

"That is an unacceptable risk to employees," he said.

Sensear has developed an electronic ear plug which allows face to face, mobile phone and two-way radio communication. An ear muff version will be released later this year.

The products use technology based on sophisticated algorithms which suppress industrial and other very loud noise to a safe level but allow speech to remain clear and audible.

"Previously people working in noisy environments could wear hearing protection but they could not effectively communicate with each other.

"This has been a huge impediment to productivity and safety," said Mr Miller.

Sensear's electronic ear plug has been available in Australia since March 2008 and Europe and the USA since April 2008

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About Sensear

Founded in 2006 in Perth, Sensear Pty Ltd also has offices in Melbourne, Sydney and Los Angeles.

Its world first technology is based on sophisticated algorithms which suppress industrial and other very loud noise to a safe level but allow speech to remain clear and audible.

Sensear has incorporated the technology into the world's first electronic ear plug enabling face to face, mobile phone and two-way radio communication. An ear muff version will be available soon.

This has the potential to dramatically reduce the incidence of Noise Induced Hearing Loss (NIHL) in the work place. NIHL is the world's most common and costly workplace illness. It cannot be reversed but it can be prevented. Most commonly caused by industrial noise, NIHL can occur also as a result of exposure to loud noise in pubs, nightclubs, concerts and major events.

Award winning innovation

- Winner 2008 Best Newcomer Safety in Action Award.
- Winner 2008 Western Australian Information Technology and Telecommunications Awards (WAITTA) Innovation category.
- Winner 2007 Australian Information Industry Award Healthcare category
- Winner 2007 Australian Information Industry Award Research and Development Category

About Safety in Action

SAFETY IN ACTION is Australia's premier workplace health and safety trade show, held annually in Melbourne. The SAFETY IN ACTION trade show features more than 350 companies displaying the largest range of workplace health and safety products and services.